

Worksheet

Checklist and timeline for business owners/operators

TASK - 12 to 18 months ahead

Attend first meeting with WisDOT staff responsible for project design. Discuss In This Together and participate in question and answer session.

Discuss access during construction and other issues.

Form an association/group of businesses that will be impacted by the construction project. Provide WisDOT staff with contact information for group leaders.

Form committees for signing, advertising, promotions, special events, etc.

Develop promotional campaign:

- Adopt theme

- Design and produce newspaper, television, and radio advertisements

- Brainstorm and produce additional promotional materials

- Plan special events

TASK - 3 to 6 months ahead

Attend second meeting with WisDOT staff.

Discuss In This Together and participate in question and answer session.

Meet WisDOT project leader (person who will be on-site daily and coordinates with the prime contractor).

Discuss access during construction and other issues.

Begin work on signing.

TASK - 1 month ahead

Attend third meeting with WisDOT staff.

Meet prime contractor.

Discuss access during construction, project schedule, and other issues.

Complete work on signing.

Arrange for erection of signs to coincide with start of work and/or any detours.

TASK - During construction

Attend regularly-held business meetings. (WisDOT project leader and prime contractor will arrange.)

Continue committee work.

TASK - Post construction

Celebratory event (ribbon cutting, dedication, street dance, christening, awards ceremony, etc.)